

1984 Index of Articles

JANUARY

A new golden age for horticulture? A gardening expert from England calls on U.S. industry to revise emphasis and institutions to produce a gardening scene that would surpass the envied Old World "Golden Age" of horticulture. By Derek Fell.

GFA compares Gallup, Simmons data. By Bruce Butterfield.

Second Winter National Hardware Show. A preview of the 1984 Winter NHS.

ABCs of garden cutting tools

Preprint: It's a word to watch in the ad world. An ad agency executive, a garden center operator and a co-op hardware manager tell how preprint works for them. By Marjorie Riggan.

OPEDA speaker to discuss imports. (See Power Equipment Report.)

Toro sues parts distributing firm.

Five-year warranty on B & S ignition system.

Compliance mowers: year 2. A dealer who sells walk-behinds by the thousands gears up for new service and merchandising strategies to fit the compliance-mower era. By Glenn Hensley.

FEBRUARY

Portable power sales curve: How fast? How far? By Wendall J. Burns.

Leisure-living products move to forefront.

ABCs of planters

Traffic-building events. Fun atmosphere makes price secondary. By Marjorie Riggan.

Product movement report, autumn, 1983. Trends of eight product lines are listed by regions with table showing national and regional statistics for retailers.

Retail credit: marketing tool for dealers. (See Power Equipment Report.)

MARCH

Smarter inventory. A central distributor matches computers, phones and highly trained personnel to speed parts and accessories to servicing distributors and dealers. By Frank Buckingham.

ABCs of ignition

Lawn service contracting: Threat or opportunity for retailers? There is continued growth and change in this business, including involvement by True Value hardware stores. By Steve Trusty.

Gardening supplements serve editors.

Six associations sponsor UK's largest garden trade fair: GLEE. By Wendall J. Burns.

Louisville Expo gains support, sets seminar topics.

NESDA surveys promotional practices. (See Power Equipment Report.)

Marketing chemicals step by step. Heavy up-front investments finance years of R & D that precede over-the-counter sales of lawn and garden chemicals. By Steve Trusty.

P-O-P kit boosts packet seeds.

APRIL/MAY

Growing the market—Part 1. Knowing the market: Major new task in growing the market. The 1984

series deals with gaining and interpreting data on this industry. By Wendall J. Burns.

Gardening households, a statistical profile. By Bruce Butterfield.

The role of distributors: Risk takers, savvy about grassroots markets. By Wendall J. Burns.

OPEDA: Winning members and influencing the market.

ABCs of growing media.

Building fall store traffic. The major task addressed by the Fall Planting Council is to get the public's attention.

Spring bulbs a FIFP natural.

Product movement report. Chart shows retail reports of sales of indoor plant supplies and seven other winter product lines in the four U.S. Census regions.

Garden week idea grew from hobby.

Ford revamps lawn and garden line. (See Power Equipment Report.)

Cleanup season, product lines expand. The best sellers, sales trends and expanded product lines for fall gardening sales.

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How OMC faced imports. Decentralization of pricing, distribution and other strategies were described by Outboard Marine Corp.'s president Robert Wallace for OPEDA members.

Birds are big business. By Steve Trusty.

Bachman's starts wholesale nursery.

PR message stressed.

Ingersoll buys J I Case OPE division.

Insect market good.

Weyerhaeuser, Shemin into export/import.

New turfgrass strains not as thirsty.

JUNE

Holiday decor brings full margins. With shoppers' emotions running high, retailers handling unique quality decor for the holiday season can command top dollar for this merchandise. By Steve Trusty.

ABCs of engine maintenance.

Selling power products for winter living.

To harvest firewood. By Wendall J. Burns.
To clear snow the easy way. By Dan Torchia.

New association formed: PPEMA. (See Power Equipment Report.)

NHS courts lawn and garden division.

Point committee sees demand for services.

Wood heating seminars planned.

Consumers bullish on economy.

JULY

Numbers guide Amlings in media and site selection. Chicago retailer uses data from media, state highway department and consultants to reach more consumers. By Wendall J. Burns.

ABCs of spreaders and applicators.

Louisville...A bold new turn for lawn and garden industry. Warner Frazier, chairman of the OPEI policy committee that has guided the launching of the Louisville Expo, tells how the event evolved.

Highlights of the Expo: July 23-25.

Who's Who in the Louisville Expo.

More changes for OPE safety standards. (See Power Equipment Report.)

Comments end on chain saw proposals.
Riding vehicle changes proposed.
ASAE gets standards for L & G equipment.

Advertising roundup. Major promotions introduced this spring and summer include point-of-purchase kits from Echo and Kohler and advertising campaigns from Husqvarna, HMC and Spring-Green.

Getting your hands on the merchandise. Tests to help you determine the pros and cons of equipment in the marketplace. By Scott Nesbitt.

The Expo's demo area: an industry first.

Splitters carving niche in equipment market.

Growing the market - Part 2. Marketing information systems: Guidelines for retailers. By Edwin E. Bobrow.

NHS enters final preparations, adds seminars.

Texas freeze loss set at \$400 million.

Chemical company sponsors products contest.

AAN cites projects.

Snow-thrower shipments increase in 1984.

Toro boosts snow-thrower sales.

Nurserymen pass certification exam.

FNGA moves headquarters to Orlando.

Fall Planting Council sets 1984 agenda.

AUGUST

Product packaging. How the bright look attracts

consumers and how one volume buyer avoids packaging bloopers. By Marjorie Riggan.

NHS expo spurs packaging innovations.

Cure for media bleed: Tie in-store packaging in TV ads.

ABCs of composting equipment.

Refocusing on lawn and garden: 1984 NHS. A decorative face-lift and a new demonstration area head Lawn & Garden/Outdoor Living Div. changes.

Product movement report. Chart measures retail sales trends of eight product lines for spring 1984 in the four U.S. Census regions. *continued on page 73*

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OPEI buoyed by Expo, good sales. Highlights of the annual meeting where OPEI takes stock of the short-term and long-term goals. By Wendall J. Burns.

B & S acquires plant in Kentucky. (See Power Equipment Report.)

GIA celebrates 10th year.

Code system not universal for retailing industry.

Software made for nursery use.

SEPTEMBER

High tech is here. Manufacturers are using CAD/CAM (computer-assisted design and manufacture) for lawn and garden power products, fertilizers and other merchandise. By Frank Buckingham.

ABCs of indoor plant accessories.

Louisville Expo: It worked. By Scott Nesbitt.

Electronic marketing to be major influence.

Growing the Market—Part 3. Simmons and Gallup data presented to Executive Forum.

Louisville Expo: Attendance and attitudes spelled success. By Wendall J. Burns.

New engine series offers custom features to OEMs.

Fall planting important to associations.

Union Carbide to start new division.

Retail systems topic of conference.

HRHA elects VPs.

Expansion of McCormick Place approved.

Gardens touted as art.

OCTOBER

Lawn fertilizer update:

Retailers switch brands, strategies to hold market share.

\$5,000 guarantee on price wins fertilizer sales. Tom's Garden and Christmas World featured. By Steve Trusty.

One supplier's view of the fertilizer business. The Andersons of Maumee, OH.

Retailers use radio to reach home gardeners.

ABCs of engine filters.

How Ace sets the pace for lawn and garden. Supplement provides these articles:

Best Buys are business builders.

Merging products into profitable programs. Buyers Tony Drufke and Bill Udischas profiled.

Positioned for computer age. How Ace uses computers.

Network of 4,600 dealers means buying power. With information and Lawrence R. Gavin, president and chief operating officer.

"We chase the business." Profile of Hesse Ace Hardware in Libertyville, IL.

Distributor shows: How they work.

OPEDA members size up computers. (See Power Equipment Report.)

Snapper sues for co-op abuse.

Southern nurserymen honored.

NOVEMBER/DECEMBER

New Gallup data. Consumers buy 21 percent more in '84. The annual study by Gardens for All and Gallup shows six of seven product categories increased substantially.

Product Movement Report

'82 Census data. Equipment shipments at \$2.38 billion.

ABCs of wood splitters.

Retailers see big '85 increase.

Patio: Price sensitive.

New market niche for commercial mowers. Retailers and suppliers explain contractors' and some discriminating home owners' heightened interest in higher-priced, more durable walk-behind mowers.

President's Viewpoint. Robert W. Reid, president of

the Outdoor Power Equipment Institute, responds to the challenges and opportunities in the lawn and garden equipment industry.

Eidsmoe heads NLGDA

Retailers report on purchases. Retail members of AAN report on '84 green good purchases.

GCA members give delivery-service data.

Deere acquires 20 percent of Bunton. (See Power Equipment Report.)

Distributor brought dealers to Expo.
McCulloch: One year later.

Executive Forum. Timetable shortened for new product debut.

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